



Going from What's Wrong to What's Strong: Meaningful Engagement & Celebrating Community Strengths

Learning Objectives

1. Understand the value of an opportunity-driven mindset
2. Learn about community asset-based approaches in meeting diverse needs.
3. Encourage ways to creatively celebrate community strengths.





Utah Division of


Multicultural Affairs

Our mission is to promote an inclusive, equitable, and welcoming climate for Utah's multicultural communities. Our efforts prioritize opportunity-building and cultivating a sense of belonging.



There is power in meeting people where they are.

- Cristina Diaz de Leon



OPPORTUNITY DRIVEN – We develop initiatives that transform gaps into opportunities to improve policies, practices, systems, structures, work cultures, and institutions to better serve the people who call Utah Home.

One Utah Expanding Opportunity Framework - One Utah Inclusive Leadership Council



OPPORTUNITY DRIVEN: WHY THIS IS NEEDED

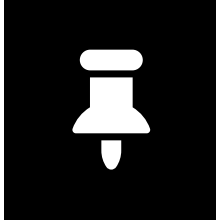
- Utah is rapidly growing and diversifying.
 - **1 in 4 people** are racially & ethnically diverse (Kem C. Gardner - Diversity Data Book, 2022)
 - **20+ major languages** spoken in Utah (2022 Utah Language Report)
- “One-size fits all” may not meet everyone’s needs.
 - **Disproportionately high** COVID-19 case rates, deaths, and systemic impacts (food insecurity, learning loss, unemployment, lack of safety net).



Opportunity-driven mindsets will transform the way organizations approach gaps and access.

MEANINGFUL ENGAGEMENT: A FRAME OF MIND

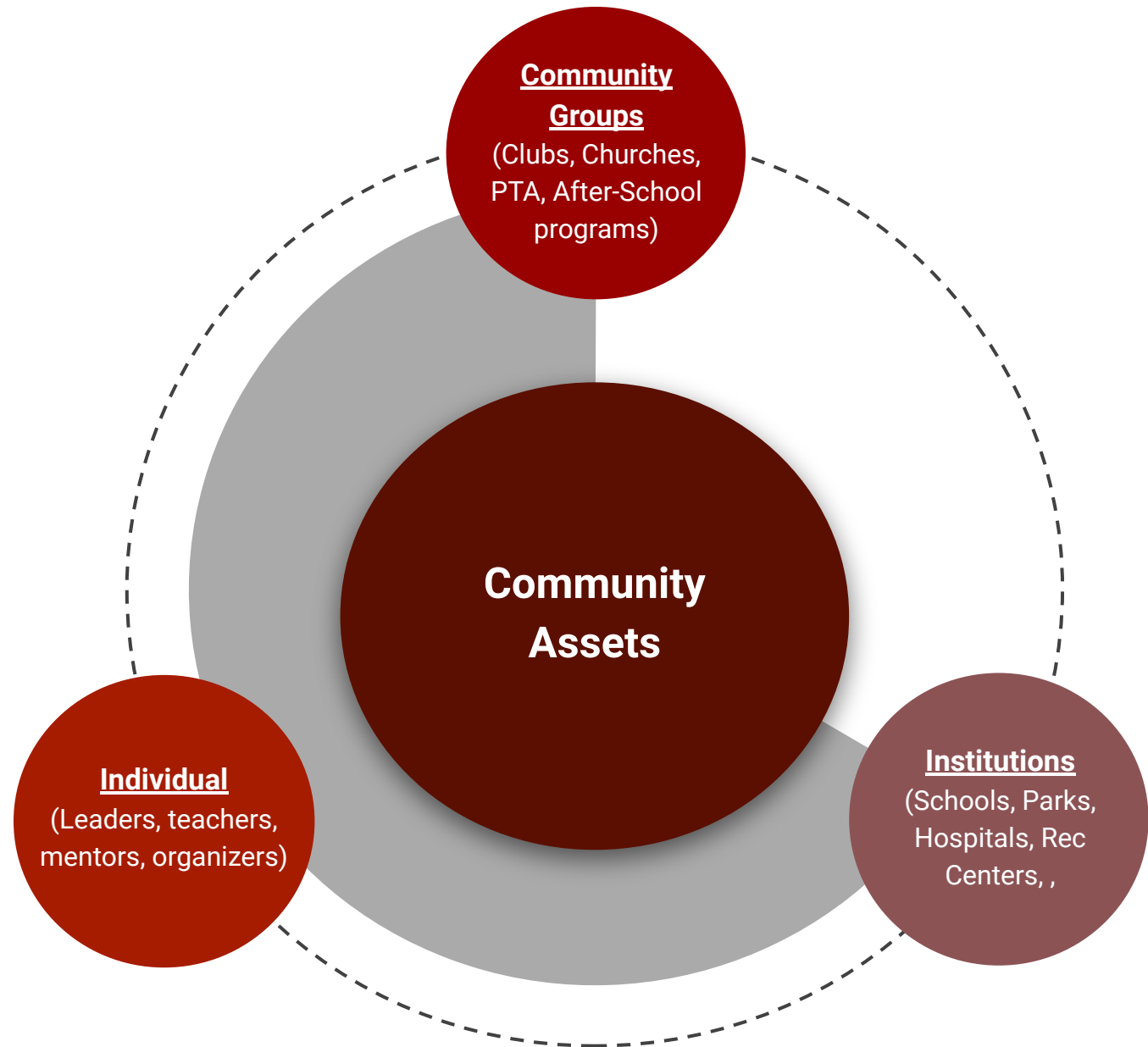




A Community Asset is...

Anything that can improve quality of life and creates belonging and participation within a community.

What are some examples of assets for you?



WHAT IS YOUR COMMUNITY ASSET JOURNEY?

Share with a partner!

- What is a place you feel safe?
- A place where you go to learn?
- A place where you go to socialize?
- Who is someone that encourages you?



Always strive to focus on what's **strong** with a community versus what's "wrong".
Meet people where they are.



Victor's Tires, Glendale, SLC, UT
Remain curious and welcome learning opportunities in many forms.

Placelt! Activity (15 min)



1. What are **ways to get to** the center that are accessible (i.e. biking, walking, transit, car)?
2. What are **things you can do** at the center? Is there something for everyone? (age, ability, and interest)
3. What can you do to make the center **feel safe** at all hours of the day?
4. **Wow factor.** What are some things that you don't typically think of when you think of community centers? Things that will make the location a **place** where people **can learn, connect, and feel proud** of where they live/work.



“

Communities have never been built upon their deficiencies. Building community has always depended upon mobilizing the capacities and assets of a people and a place. That is why a knowledge of neighborhood assets is necessary if local people are to find the way toward empowerment and renewal.

- JL McKnight

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Thank You!

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